Listing of Claims

1. (Currently Amended) A method to apply different treatments, comprising:

defining at least one treatment, wherein the at least one treatment comprises a plurality of different treatments, each of the plurality of different treatments being different from each other;

selecting at least one channel, wherein the at least one channel comprises a plurality of different channels, each of the plurality of different channels being different from each other, and wherein each of the at least channel comprises a specific medium of communication, at least one medium of communication comprising a non-webpage medium; and

applying the ~~at least one~~ plurality of different treatments to the plurality of different ~~the at least one~~ selected channels such that each different selected channel has a different treatment applied thereto and associated therewith so as to evaluate the impact that each different treatment has to each different, selected channel.

2. (Original) The method of claim 1, wherein defining the at least one treatment comprises defining one of a content treatment and an auxiliary content treatment.

3. (Original) The method of claim 2, wherein applying the auxiliary content treatment comprises applying a predetermined treatment in response to a conditional logic statement.

4. (Original) The method of claim 2, further comprising applying the at least one content treatment or the auxiliary content treatment according to a conditional logic statement in response to the treatment being flagged as a rule set.

5. (Original) The method of claim 1, further comprising applying the at least one treatment to a control point associated with each selected channel.

6. (Original) The method of claim 1, wherein applying the at least one treatment to the at least one selected channel comprises at least one of applying at least one chosen treatment to a web site, applying at least one chosen treatment to e-mail, applying at least one chosen

treatment to an automatic teller (ATM) screen, applying at least one chosen treatment to an on-hold telephone message, applying at least one chosen treatment to direct mailing, applying at least one chosen treatment to outbound telemarketing and applying at least one chosen treatment to marketing a product or service.

7.   (Original) The method of claim 1, further comprising selecting at least one test cell including at least one control point and at least one treatment associated with each control point.

8.   (Original) The method of claim 7, further comprising defining a plurality of test groups each comprising a plurality of test cells.

9.   (Original) The method of claim 8, further comprising defining at least one matrix, each matrix including selected test groups of the plurality of test groups.

10.   (Original) The method of claim 9, further comprising defining a transition to a new matrix.

11.   (Original) The method of claim 9, wherein defining the transition to a new matrix comprises:
        selecting a percentage of each test group in a previous matrix to be associated with each test group in the new matrix; and
        selecting a mapping path for each test group in the previous matrix.

12.   (Original) The method of claim 10, further comprising validating the new matrix.

13.   (Currently Amended) The method of claim 12, further comprising updating ~~the~~ output files for each channel according to the new matrix.

14.   (Original) The method of claim 13, further comprising altering the channels in response to the new treatments associated with the new matrix.

15.   (Original) The method of claim 1, wherein evaluating results comprises:

accessing historical data related to treatments applied to different customers and segments of customers stored in a data source;

evaluating a margin of success or failure of each treatment applied to different segments and customers via different channels; and

adjusting practices or operations based on results of the evaluation.

16.   (Original) The method of claim 1, further comprising testing an effect of the application of the at least one treatment to the at least one selected channel.

17.   (Currently Amended) A method to apply different treatments, comprising:

accessing historical data related to treatments from a data source;

evaluating a margin of success or failure of each treatments applied to different segments via different channels so as to evaluate the impact that each different treatment has to each different channel, wherein the treatments comprise a plurality of different treatments, each of the plurality of different treatments being different from each other, wherein the different channels comprise a plurality of different channels, each of the plurality of different channels being different from each other, and wherein each of the at least channel comprises a specific medium of communication; and

adjusting practices or operations based on results of the evaluation.

18.   (Currently Amended) The method of claim [[16]] 17, further comprising applying at least one treatment to at least one selected channel.

19.   (Currently Amended) The method of claim [[17]] 18, wherein applying the at least one treatment to the at least one selected channel comprises at least one of applying at least one chosen treatment to a web site, applying at least one chosen treatment to e-mail, applying at least one chosen treatment to an automatic teller (ATM) screen, applying at least one chosen

treatment to a telephone answering menu system and applying at least one chosen treatment to direct mailing.

20.   (Currently Amended) The method of claim [[17]] 18, wherein applying the at least one treatment comprises applying the at least one treatment to a control point associated with each selected channel.

21.   (Currently Amended) The method of claim [[16]] 17, further comprising selecting at least one test cell including at least one control point and at least one treatment associated with each control point.

22.   (Currently Amended) The method of claim [[19]] 20, further comprising defining a plurality of test groups each comprising a plurality of test cells.

23.   (Currently Amended) The method of claim [[21]] 22, further comprising defining at least one matrix, each matrix including selected test groups of the plurality of test groups.

24.   (Currently Amended) A system to apply different treatments, comprising:
        a server; and
        a test control system operating on the server to apply each treatment selected from a plurality of treatments to a chosen channel,
        wherein each of the plurality of treatments are different from each other,
        wherein the chosen channel comprises a specific medium of communication, and
        wherein the plurality of treatments are applied to the chosen channel so as to evaluate the impact that each different treatment has on the chosen channel..

25.   (Currently Amended) The system of claim [[23]] 24, further comprising a data source to store the plurality of treatments.

26.   (Currently Amended) The system of claim [[23]] 24, further comprising a data source to store historical data related to the selected treatments applied to each chosen channel.

27.   (Currently Amended) The system of claim [[23]] 24, wherein each treatment comprises one of a content treatment and an auxiliary content treatment.

28.   (Currently Amended) The system of claim [[26]] 27, wherein the auxiliary content treatment comprises a predetermined treatment applicable to the chosen channel in response to a conditional logic statement.

29.   (Currently Amended) The system of claim [[23]] 24, wherein a treatment flagged as a rule set is applicable to the chosen channel in response to a conditional statement associated with the rule set.

30.   (Currently Amended) The system of claim [[23]] 24, wherein the chosen channel comprises at least one of a web site, e-mail, automatic teller (ATM), on-hold message system, electronic kiosk, outbound telemarketing system direct mailing, marketing a product or service.

31.   (Currently Amended) The system of claim [[23]] 24, further comprising at least one test cell defining at least one control point associated with each chosen channel and at least one treatment associated with each control point.

32.   (Currently Amended) The system of claim [[30]] 31, wherein the test control system comprises a data structure to present a treatment graphical user interface (GUI) to a user via a browser to create and edit selected treatments and to select control points associated with each treatment.

33.   (Currently Amended) The system of claim [[30]] 31 wherein the test control system comprises a data structure to present a control point GUI to a user via a browser to create and edit control points.

34.   (Currently Amended) The system of claim [[30]] 31, wherein the test control system comprises a data structure to present a test cell GUI to a user via a browser to create test cells and select treatments to be associated with each test cell.

35.   (Currently Amended) The system of claim [[30]] 31, further comprising at least one test group including selected ones of a plurality of test cells.

36.   (Currently Amended) The system of claim [[31]] 32, wherein the test control system comprises a data structure to present a test groups GUI to a user via a browser to define and edit each test group.

37.   (Currently Amended) The system of claim [[34]] 35, further comprising at least one test matrix including selected ones of a plurality of test groups.

38.   (Currently Amended) The system of claim [[36]] 37, wherein the test control system comprises a data structure to present a test matrix GUI to a user via a browser to create and edit the test matrices.

39.   (Currently Amended) The system of claim [[37]] 38, wherein the test control system comprises a data structure to present a test groups selection GUI to the user via a browser to select test groups to be associated with each test matrix.

40.   (Currently Amended) The system of claim [[37]] 38, wherein the test control system comprises a data structure to present a test matrix transition GUI to a user via a browser to select percentages of each test group of a prior test matrix to be transferred to each test group

of a new test matrix and to select a mapping path for each test group and a channel to be associated with each test group.

41.   (Currently Amended) The system of claim [[23]] 24, further comprising a control point to apply each treatment to the chosen ones of the plurality of channels.

42.   (Currently Amended) The system of claim [[23]] 24, further comprising a data structure to generate a report of all customers changing segments.

43.   (Currently Amended) A computer-readable medium having computer-executable instructions for performing a method when executed on a computer, the method comprising:

        defining at least one treatment, wherein the at least one treatment comprises a plurality of different treatments, each of the plurality of different treatments being different from each other;

        selecting at least one channel, wherein the at least one channel comprises a plurality of different channels, each of the plurality of different channels being different from each other, and wherein each of the at least channel comprises a specific medium of communication, at least one medium of communication comprising a non-webpage medium; and

        applying the at least one plurality of different treatments to the plurality of different the at least one selected channels such that each different selected channel has a different treatment applied thereto and associated therewith so as to evaluate the impact that each different treatment has to each different, selected channel.

44.   (Currently Amended) The computer-readable medium having computer-executable instructions for performing the method of claim [[42]] 43, further comprising applying the at least one treatment to a control point associated with each selected channel.

45.   (Currently Amended) The computer-readable medium having computer-executable instructions for performing the method of claim [[42]] 43, wherein applying the at least one treatment to the at least one selected channel comprises at least one of applying at least one

chosen treatment to a web site, applying at least one chosen treatment to e-mail, applying at least one chosen treatment to an automatic teller (ATM) screen, applying at least one chosen treatment to an on-hold telephone message, applying at least one chosen treatment to direct mailing, applying at least one chosen treatment to outbound telemarketing and applying at least one chosen treatment to marketing a product or service.

46.   (Currently Amended) The computer-readable medium having computer-executable instructions for performing the method of claim [[42]] 43, further comprising selecting at least one test cell including at least one control point and at least one treatment associated with each control point.

47.   (Currently Amended) The computer-readable medium having computer-executable instructions for performing the method of claim [[42]] 43, further comprising defining at least one matrix, each matrix including selected test groups of a plurality of test groups.

48.   (Currently Amended) The computer-readable medium having computer-executable instructions for performing the method of claim [[42]] 43, further comprising defining a transition to a new matrix including:

        selecting a percentage of each test group in a previous matrix to be associated with each test group in the new matrix; and

        selecting a mapping path for each test group in the previous matrix.

49-52.   (Cancelled).